

Abstract of the Disclosure

Advertising information and advertising area information are carried on a digital broadcasting wave. A CPU acquires the current position on the basis of demodulation data outputted from a GPS receiving circuit and a beacon receiving circuit, takes out advertising information having advertising area information existing within a predetermined range, centered around the current position, and stores the advertising information in a CM data memory. The CPU reads out, when it detects that a program which is being currently received is switched into a commercial (CM) on the basis of a mode signal outputted from an AV decoder, the advertising information from the CM data memory, and outputs the advertising information by audio/video in place of the commercial.